International Conference on the Restructuring of the Global Economy (ROGE), 1-2nd February 2011
Kohinoor Executive Hotel, Deccan Gymkhana, Pune, India

Co-hosted by the

Academy of Business & Retail Management (ABRM)
Journal of Business & Retail management Research (JBRMR)
And London College of Management Studies

Executive Board Members

Dr P R Datta, Executive Chair
Professor P R Banerjee, Head of Research & Development, ABRM
Mark T Jones, Conference Coordinator & Director of External Affairs, JBRMR
Prof. G. Dixon, Review Editor
Professor Gairik Das, Review-Editor
Dr Joel Osarcar Barima, Review Editor
Dr Soumitra N. Deb, Review Editor

Editorial Advisory Board

Prof. Ogenyi Omar, Prof. G. Dixon, Dr. Charles Blankson, Professor N.P. Makarkin,
Dr. Sudaporn Sawmong, Dr. John Dung-Gwom, Dr P R Datta, Professor N.D
Gooskova, Professor P R Banerjee, Prof. Dr. Hayri Ulgen, Dr. Saumitra N. Deb,
Professor Gairik Das, Professor A.C Pande, Dr Nripendra Singh

Session Chairs

International Retailing and Diversification
Dr. P. R. Datta

Emerging Economies and Globalisation
Professor Shaju Jose

Consumer Behaviour
Dr A.C. Pande

Leadership, Communication and International Business
Professor Gairik Das

Miscellaneous
Dr Nripendra Singh
International Conference on the Restructuring of the Global Economy (ROGE), 1-2\textsuperscript{nd} February 2011

Kohinoor Executive Hotel, Deccan Gymkhana, Pune, India.

---

**SCHEDULE FOR THE CONFERENCE 2011**

**Sunday, January 30, 2011 thru Monday, January 31, 2011**

**Arrival and Independent traveling days in Pune, India**

---

**TUESDAY, FEBRUARY 1, 2011**

8.00 AM - 9.00 AM  
**Registration**

---

**TUESDAY, FEBRUARY 1, 2011**

9.00 AM - 9.15 AM  
**OPENING ADDRESS & WELCOME**

Mark T Jones

Having spent much of his career in education Mark has invested a considerable amount of time helping others to maximise their potential. Whilst others maybe downcast about the current economic climate Mark is buoyant, as he believes that there are a wealth of opportunities for those businessmen and women who are prepared to travel, network and be heard. Markets still exist, qualifications are there to be acquired and contacts to be made. Mark is an experienced negotiator, conference organiser and orator. When not lecturing, or liaising with governments and international organisations he finds time to write on a whole raft of subjects including human rights and the history of tea.
9.15AM - 13.00PM

Track: International Retailing & Diversification

Session Chair: Dr P.R.Datta

Room: Durbar Hall

I. Assessment of Retail Store Positioning –A Study
G.P. Sudhakar, Welingkar Institute of Management and Research, Bangalore, India.

II. Do you Sway with the Music? Effect of Store Atmospherics on Product Selection.
Mohamed Sabir, Sabir Salam and Joshy Joseph, Indian Institute of Management Kozhikode, India.

III. Relationship Management –Its Importance to the Hotel Industry
P. Rajeshkar, Welcomgroup Graduate School of Hotel Administration, Manipal, India.

IV. Retail Marketing: From Memories to Memetics
Kavaldeep Dixit-IISM, Jaipur; Viresh Mathur -BKT, Mumbai and Tanjul Saxena- IIHMR, Jaipur, India.

V. Challenges Faced by Retail HR in the Emerging Market Economy
Deepa Balasubramanian, ITM University, India.

VI. Environment Factors Impact on Retail Sector –An Overview
B.V. Raghavendar-Prabhala P.G. College for Women, Guntur, A.P, India
B. Sambasiva Rao, Acharya Nagarjuna University, Guntur, A.P, India
P.Kishore, Prabhala P.G. College for Women, Guntur, A.P, India.

VII. The Effects of Retail sector on Consumer Satisfaction and Local Economy (Local Grocer)-
The Case Study in Mysore City
Navitha Thimmaiah and Ashwini. K.J –University of Mysore, Manasagangotri, India.

VIII. Manufacture Owned Brand Vs. Private Level Brand: where Does the Buying Wind Blow?
Isita Lahiri, University of Kalyani and Gairik Das, IISWBM, Kolkata, India.

IX. Human Resource Management in Retail sector –A Conceptual Overview

X. The role of perception of colors by consumers in consumer decison making process: A micro study of selected department stores / malls in Mumbai City, India
Daivata Patil, University of Mumbai, India.

XI. Relationship Marketing: Various School of Thought and Future Research Direction
Palto.Ranjan.Datta & Omar Ogyeni-University of Hertfordshire, UK
Dixon.D, Manchester Metropolitan University, UK.
XI. Out of Stock Conditions Affecting Customer Satisfaction and Customer Loyalty  
Jayanthi Ranjan and Sandeep Puri, Institute of Management Technology, Raj Nagar, India.

XIII. Retail Fraud Management Strategies in Organized Retail Sector in Pune  
Kirti Gupta, Institute of Management & Entrepreneurship Development (IMED), Pune, India.

XIV. Determinants of Customer Relationship Management for Pharmaceutical Industry  
Pallavi Bhatia, Shubham Nandawana, Sudhir Sharma, Institute of Health Management Research, Jaipur, India.

| 13.00 - 14.00 |
| BREAK FOR LUNCH |

TUESDAY, FEBRUARY 1, 2011

14.00PM-14.30PM

KEY NOTE SPEAKER

Shaju Jose, Ida Scudder School, Vellore, Tamil Nadu

Shaju Jose was born in Madampam, a village in rural Kerala. He read Economics at Calicut University, Kerala and upon graduation went on to Nagaland University where he completed a Bachelor of Education degree. With his first for further study he pursued post-graduate study in Economics at Madura Kamaraj University. Upon completing these studies he was appointed as a lecturer in Economics at the Labour India International Public School and Junior College, Kerala where has been did sterling work inspiring colleagues and students alike as to the value and relevance of economics. He currently works as a lecturer at the Ida Scudder School, Vellore, Tamil Nadu. Ever eager to ensure that economics is both relevant and practical, he has undertaken his own studies that have grown out of lecturing on the consumption and equilibrium theories of J.M.Keynes. Shaju Jose has been keen to discover why the solution suggested by Keynes appears to fail when applied to economic downturns and depressions in the modern world. Such has been his determination to find an answer that he has undertaken a fascinating study that not only elucidates the flaws in the Keynesian consumption function, but has also resulted in the development of his own theory in this regard.
14.30PM – 17.25PM

Track: Emerging Economies and Globalisation

Session Chair: Shaju Jose

Room: Durbar Hall

I. **Remapping Sustainable Educational Development in the Global Economy with Emergence of Private Stakeholders in India.**
   Dhaneswar Bhoi and Bhubaneswar Sabar, Tata Institute of Social Sciences, Mumbai, India.

II. **Impacts of Defense Budgets of India and Pakistan on their Economic Development**
    Shahzadah Fahed Qureshi and Muhammad Imran Shah, Wuhan University, China.

III. **Globalisation and Impact on Indian Automobile Industry**
    Vadood Javan Amani, Pune University, India.

IV. **Millennium Development Goals – Understanding Contemporary Change in Indian Economy**
    Renita Dubey, Amity Institute of Competitive Intelligence & Strategic Management and Utparn Dubey, Birla Institute of Management & Technology, Greater Noida, India.

V. **Strategy to Restructure the Global Economy**
    Raghvendra Prasad, Prabhat Group of Educational Institutions, Parnapall, Andhra Pradesh, India.

VI. **Ghana’s Evolutionary Role in a Changing World Economic Order**
    Joel Osarcar Barima, London College of Management Studies, UK

VII. **Emerging Asia Overtaking Advanced Economies – An Empirical Study**
    Shushma H, Gulbarga University, Gulbarga, Karnataka, India.

VIII. **Restructuring the Global Economy**
    Lekha Nagar Jaral

IX. **Challenges of Global Economy**
    Jose G.Vargas-Hernandez, Centro Universitario de Ciencias Economico, Mexico and Mohammed Reza Noruzi, Islamic Azad University, Bonab, Iran.

17.25PM
CLOSE OF SESSIONS AND ANNOUNCEMENT
KEY NOTE SPEAKER

Mark T. Jones

Mark T Jones is a fervent internationalist who is frequently invited to deliver lectures and speeches both in the UK and internationally. During his career to date as well as having worked in Jordan (2002-2004), he has also spent a considerable amount of time in Africa. He initiated and oversaw a major humanitarian venture into war-torn Sierra Leone in 1999 and his logistical and regional knowledge is in considerable demand. He writes and lectures on a variety of subjects ranging from international trade to women’s health in the developing world. He believes that policy makers have all too often overlooked the significance of history and has sought to assist others to gain a better understanding of the historical context of nation states and their individual policies. Recently his expertise in this regard has been in considerable demand relating to Somaliland and the Horn of Africa.

As well as being an orator of distinction, he is a Corporate and Legislative Leadership Training specialist and advises a variety of industries including that of the sericulture sector. Mark is a member of the Fawcett Society and is a champion of greater female representation in leadership roles. He believes that many of the current difficulties in the world are due to a poverty of leadership, a lack of real vision and a sense of service. An accomplished writer he had two books published in 2010, including one entitled: Radar and the Secret Wireless War and is currently researching and writing a book about the Lomé Peace Accord (1999). An inveterate traveler, full of boundless energy, he finds people in their infinite variety fascinating.

In 1994 he was elected a Freeman of the City of London in recognition of his voluntary work with the homeless.

Track: Consumer Behaviour

Session Chair: Professor A.C. Pande

Room: Durbar Hall

1. Consumer Perceptions in Water Purification Market in India
Grishma Kulkarni, NMIMS University’s Mukesh Patel School of Technology, Management & Engineering, Mumbai, India.
Aakansha Verma, Prekshi Verma, Ruchi Vora, Ishan Vyas, Neha Wadhwa and Jitesh Zaveri, School of Pharmacy & Technology Management, NMIM University, Mumbai, India.
II. A study to Determine the Factors Influencing the Customer Choices and Preferences for selecting health care services in the private Hospital in and around Kolkata
Gairik Das, IISWBM, Kolkata, India.

III. Consumer Behavior Towards Organized Retail Industry
B. V. Sangvikar and Hemant J. Katole, Department of Management Sciences (PUMBA), University of Pune, India.

IV. The Impact of Electronic Service Quality (e-SQ) on Customer Satisfaction for Iranian Internet Banking
Farnaz Beheshti Zavareh, Mohd Shoki Md Ariff & Huam Hon Tat, University Teknologi Malaysia and Mohsen Ashourian, Islamic Azad University.

V. Analysing Customer Behaviour in Life Insurance Industry
Ashraf Imam, Aligarh Muslim University, India.

VI. Conceptual Model and Implementation Strategies in Context of Customer Relationship Management.
Charu Arora, GIMT, Kurukshetra, India and Vishal Arora, Polethecnic NILOKHERI, India.

VII. Understanding Shopper behavior in Tier II Towns
Nitin Makhija, Priyank Agrawal, Shubham Singhal, Varun Kumar Gupta and Smitu Malhotra, XLRI, Jamshedpur, India.

11.15AM -11.30AM

KEY NOTE SPEAKER
Shantanu Bhagwat, Udbhav Associates

An engineer by training, Shantanu Bhagwat is a one-time diplomat turned venture investor and now advisor, to start-ups. These days he divides his time between the UK and India working with early stage companies and on ideas to improve political systems and governance in India.

In a career spanning two decades, Mr. Bhagwat has worked across geographies and industries, including several years in Japan and in the UK. Until recently a Partner at a venture capital firm, Mr. Bhagwat has also worked at Monitor Co. in London. Prior to that, he spent several years as a fast-track career diplomat with the Indian Foreign Service, working in New Delhi and Tokyo.

Over the last few years, he has spent quite a lot of time thinking about and commenting on globalization, innovation and entrepreneurship both internationally and across sectors, with a particular emphasis on India.

A graduate in computer engineering, Shantanu holds an MBA from the London Business School, where he was a Chevening Scholar. He is a Chartered Member of TiE – a global non-profit network of entrepreneurs and professionals. He also sits on the Advisory board of Asia-Silicon Valley connection and the UK India Business Angel Network and is a frequent speaker and panelist at conferences on Venture Capital, Innovation, Asia and India.
11.30 AM - 13.00PM

Track: Leadership, Communication and International Business

Session Chair: Professor Gairik Das

Room: Durbar Hall

I. Transmission of Interest Rates Volatility: A Case Study of Upper Middle Class and Lower Income Groups Countries
Tarika Singh, Prestigae Institute of Management, Gwalior, India
Seema Mehta, IIMH, Jaipur, India and Aarti Bajaj, Alumni PIMG, India.

II. The Effects of TRIPS-IPR’s on Economic activities in Developing Countries
Raghavendra R.N, Bangalore, Karnataka State, India.

III. India`s International trade During Global Recession
M.S.Annapoorna, University of Mumbai, India.

IV. Manufacturing and Distribution Strategies, Distribution Channels and Transaction Costs: The Case of Parallel Imports in Automobiles
Godfrey Young, National University of Singapore, Singapore
Vincent Mok, Hong Kong Polytechnic University, Hong Kong.

V. Direction of India`s Trade
Anitha C.V, Research Fellow in Economics Department, Manasagongothri, Mysore, India.

VI. A study on Special Economic Zones and their Contribution to Total Exports, FDI Inflow and Employment Generation in India Between 1998 -2009
Joshy K.J and Shivi Kalra, Christ University, Bangalore, India.

VII. The Effect of Free Zones Labor Law on Business Development and Job Creation in Iran
Morteza Saberi Hakami, Pune University, India.

BREAK FOR LUNCH

WEDNESDAY, FEBRUARY 2, 2011

14.00PM - 16.55PM

Track: Miscellaneous

Session Chair: Dr Nripendra Singh

Room: Durbar Hall

I. Culture & Ethics: A Perspective on Indian Culture & Ethical Business Values
Anil Kshatriya, SIBM, India.
II. The Influence of Information Asymmetry on earnings Management Practices (Studies on Manufacturing Industries in India)
Eriana Karta Dumena and Shelly Andriani, Widyatama University-Bandung, Indonesia.

III. Influence of Global Trade and Corporate Social Responsibility in India
Sanjay Aswale, SCS College Omerga, India.

IV. HRM Branding –Strategic not Support
Chayan Bhattacharya, Lifestyle International Pvt. Ltd, Kolkata
Gairik Das, IISWBM, Kolkata, India.

V. The Changing Role of Technology in Electric Power Systems in a Deregulated Environment: The Case of India
J. Anitha Roseline and B.L.Mathur, SSN College of Engineering, Chennai, India.

VI. Walking Innovation Landscape
Prafulla Kumar Das, Regional College of Management Autonomous
Chakadola Vihar, India.

16.55PM CLOSING SPEECH FOR THE CONFERENCE

3rd February 2011

There will be no session or function scheduled for today. Please take this opportunity to explore Pune.

"In India, I found a race of mortals living upon the Earth, but not adhering to it, inhabiting cities, but not being fixed to them, possessing everything, but possessed by nothing"

Apollonius of Tyana
1st Century Greek Philosopher
Gentleman

We wish you have a safe trip home